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A Study On Consumers Attitude

Consumers may have less trust in food processes that they don't understand, and animal-based foods may be subject to more uninformed scrutiny than other foods due to consumers' perception of higher ...

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How well do consumers understand their dairy purchases?

Researchers examine counterfeit dominance, and how it affects Anglo-American and Asian attitudes to luxury brands.

Cultural backgrounds influence counterfeit attitudes; study

Healthy eating campaigns have largely failed in Britain for the last four decades because consumers have adapted confusing advice, and incorporated fast and convenience foods into self-defined ...

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British consumers complicit in 40-year healthy eating failure, new study suggests

The “Environmental Sustainability in Aviation – Case Study” report has been added to ResearchAndMarkets.com’s offering. This case study looks at the impact environmental sustainability is having on ...

Aviation Environmental Sustainability Case Study 2021 -

ResearchAndMarkets.com

With easy access to information, there’s some blurring of lines that placed corporate brands in the hands of stakeholders

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and consumer brands in the hands of consumers.

The corporatisation of consumer brands

SB Brands for Good, a multi-brand collaboration led by Sustainable Brands™, where leading global brands are working to use their collective influence to drive sustainable behavior change at scale, has ...

Brands for Good, Ipsos Partner to Uncover Global Insights, Trends on Consumers' Adoption of Sustainable Behaviors

In Britain, 'Healthy eating' campaigns have largely failed since the 1980s

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because consumers have adapted confusing advice, and incorporated fast and convenience foods into self-defined 'balanced' ...

Consumers Complicit in the Failure of Healthy Eating Campaigns

Forty-one percent of global consumers believe that companies are responsible for reducing emissions from air transport, compared to 36% who believe it's up to governments, and just 12% who think it is ...

Consumers Expect Brands to Protect the Environment More Than Government Regulations
Stay-at-home orders during

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the COVID pandemic have been a boon to the games biz – and may have altered consumer behavior for years to come. About 55% of U.S. video gamers say they have played more ...

Number of U.S. Video Gamers Hits 227 Million, and Most Say They've Played More During COVID: ESA Study

Consumer confidence and mass adoption of AVs go hand in hand. To start building this critical trust today, automakers should aim to accelerate the adoption of advanced driver assistance systems.

Widespread AV adoption

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Consumers are regaining an appetite for auto loans and leases, credit cards and personal loans. Demand for these types of borrowing shot up 39 percent in April.

Consumer Demand For Auto Loans, Credit Cards Up 39 Pct In April

The stigma of smoking pot is fading, and people are consuming more of the drug, a study shows. Three years after cannabis became legal, more Canadians are smoking than previously thought, according to ...

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Stigma around smoking pot fading: Study

Research suggests that 40% of food produced in the U.S. is lost or wasted, while approximately one in eight households experiences food insecurity.

UTIA researchers receive \$423,316 grant to study food loss and waste reduction

Over half (52%) of UK shoppers had enough of shopping online with 32% having missed human interaction during lockdown, and are ready to spend £20bn this summer as demand for “human touch” peaks, ...

UK consumers ready to spend

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£20bn this summer as demand for “human touch” peaks post-pandemic

Fifty-five percent of Midwest university students had tried a plant-based meat alternative and attributed this choice to the enjoyment of new food, curiosity about the products, and environmental ...

Study: 55% of university students have tried plant-based meat alternative

Green Horizons, a consumer insights firm for the cannabis and holistic health industry, is launching the second wave of its Cultivating the Cannabis Market study in September

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Second Wave of Green Horizons Cannabis Study to Track Usage of Cannabis Post- COVID and Growing Acceptance Amid New State Legalization Acts

Domo (Nasdaq: DOMO) announced it has been named an overall leader and received its fifth consecutive perfect recommendation score in the 2021 Dresner Wisdom of Crowds® BI Market Study. In its 12th ...

**Domo Named an Overall Leader
in the 2021 Dresner Wisdom
of Crowds® BI Market Study**
Healthy eating' campaigns

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have largely failed in
Britain for the last four
decades because consumers
have adapted confusing
advice, and ...

Ethical consumerism is on the rise. No longer bound to the counter-cultural fringes, ethical concerns and practices are reaching into the mainstream of society and being adopted by everyday consumers - from considering carbon miles to purchasing free-range eggs to making renewable energy choices. The wide reach and magnitude of ethical issues in society across individual and collective consumption

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has given rise to a series of important questions that are inspiring scholars from a range of disciplinary areas. These differing disciplinary lenses, however, tend to be contained in separate streams of research literature that are developing in parallel and in relative isolation. Ethics in Morality and Consumption takes an interdisciplinary perspective to provide multiple vantage points in creating a more holistic and integrated view of ethics in consumption. In this sense, interdisciplinary presupposes the

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consideration of multiple and distinct disciplines, which in this book are considered in delineated chapters. In addition, the Editors make an editorial contribution in the final chapter of the book by combining these separate disciplinary perspectives to develop a nascent interdisciplinary perspective that integrates these perspectives and presents platforms for further research.

This textbook describes and explains the fundamentals of applying empirical methods

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for theory building and theory testing in marketing research. The authors explain the foundations in philosophy of science and the various methodological approaches to readers who are working empirically with the purpose of developing and testing theories in marketing. The primary target group of the book are graduate students and PhD students who are preparing their empirical research projects, e.g. for a master thesis or a dissertation.

This book reviews problems with credit use and causes of indebtedness among young adults, while uncovering

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possibilities to encourage a healthier attitude towards loans in this segment of the population. Both consumption loans and mortgages are covered in order to adequately represent real-world credit use by young people about to enter adulthood. It focuses on three distinctive actors: the legislative authorities, the financial institution, most commonly a bank, and finally the individual borrower. More specifically, the book discusses the functioning of these three entities in the context of young adults borrowing behaviour, and would appeal to academics, researchers

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and students of financial
institutions and banking.

This revised version of Kaela Jubas' award winning dissertation focuses on contemporary shopping practices, analyzing the ways concerned shoppers think about globalization, consumption, and their personal effect on the status quo. By using numerous examples from modern advertising, interviews with self-described "radical" shoppers, and selected quotes from scholars and experts, Jubas delves into questions of social justice, environmental awareness, and

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consumer identity -- all demonstrated by individual choices made at the checkout counter. Employing a variety of qualitative research techniques and complex and counterintuitive cultural theory, Jubas's study will interest those in adult education, cultural studies, consumer research, and qualitative inquiry.

Using various research methodologies, such as reviews, case studies, analytical modeling and empirical studies, this book investigates luxury fashion retail management and provides relevant insights, which are beneficial to both

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and academics. Readers gain an understanding of luxury fashion retailing, including proper operations and strategic management, which now are the most crucial items on the luxury fashion industry's senior management agenda.

Excerpt from Thesaurus of English Words and Phrases: Classified and Arranged So as to Facilitate the Expression of Ideas and Assist in Literary Composition I should be ungrateful were I not to acknowledge the assistance

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derived, both by my father and myself, from various suggestions made by well-wishers to the work, some of whom have been personally unknown to either of us; and also to record my thanks to several kind friends, and to Messrs. Spottiswoode and Co.'s careful reader, for valuable aid during the passage of the sheets through the press. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to

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